

Timeless Elegance at Careems

Posted on



The Design Lounge overlooking the Japanese Garden

Established in the 1890s and having provided impeccable, artisanal designs in luxury jewellery for over 128 years; Careem Jewellers, has now launched its first flagship store, at Cambridge Place, Colombo 7.

Words Venuri De Silva

Photography Menaka Aravinda



Shezard Careem,
Managing Director,
Careems

With its clean and effortless geometrics, the exclusive bronze- gold toned frontal exterior of the showroom portrays clear, unwavering detail that makes Careems

unique. Although the glass doors and carpeted main hall combine modern hues of browns, gold, purple, turquoise and champagne; as a fourth generation family business, an element of lineage is proudly preserved as the property, now converted, stood once as a family home.

The store is designed to feature three specialised areas – the main store collection, Diamond Room and the Design Lounge. This not only caters to the distinctive needs of their clients but also creates a contemporary space of engagement. With a photo-wall which portrays the 128-year heritage of the business, on one side, and an exclusive wall sculpture engineered from the tools of the trade, on the other; the dedication to maintaining a true, one of a kind experience is manifested throughout.

The largest collections can be seen to be presented throughout the central hall. Statement pieces range from diamonds and many precious stones. Blue sapphires, emeralds and rubies; all which are set within pristine and meticulously handcrafted white gold designs. The understated elegance of each of the pieces transcends their glass displays influencing every corner of the room.

The new, exclusive Diamond Room features solely jewellery crafted of diamonds and white gold; inclusive of bridal jewellery. With snow-white walls and carpets, a wall mirror and a luminous blossoming chandelier overhead; the room expresses intricate grace and style.



Meticulously handcrafted diamond pieces set in white gold

Shezard Careem, MD, Careems emphasises a vision of specialisation, not only in terms of design, quality and service but also in experience. This experience was the inspiration behind the Design Lounge. The blue sofa and refreshment counter overlook a Japanese garden, generating a mood of pending creativity. Here, customers can take the time to browse through catalogues and design books. With careful guidance from the in-house design team and store personnel, the conceptualisation of timeless, unique choice pieces is guaranteed.

“Our relationship with our clients always embraces personalisation and we are very passionate about creating jewellery as close to perfect as it can be”, states Shezard Careem. The legacy of Careems jewellery is well renowned by many for their bespoke designs and craftsmanship. An exclusive experience and relationship is created from the moment the doors are opened and the welcoming melodious harmony is heard.

Careems Jewellers

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Opening hours: 9am to 7pm daily

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